

رسالة الرجل من الرجل



وزارت علوم تحقیقات و فناوری  
دانشگاه فنی و حرفه‌ای

دانشکده زینب کبری همدان

عنوان درس: کارگاه صفحه‌آرایی ( طراحی مجله )

کاردانی گرافیک

مدرس: سمیه رسولی

نیم سال ۹۸-۹۹

با سلام

دانشجویان گرامی، طبق دستور دانشگاه مبنی بر آموزش مجازی دروس تئوری و عملی برای درس کارگاه صفحه آرایی ( طراحی مجله )، مباحث و توضیحات جامع و کاملی خدمت شما ارائه می گردد (نمونه کارهای بیشتر در گروه تشکیل شده ارسال خواهد شد).

لطفا پیش طرح ها و کارهای عملی خود را به واتساپ شماره ۰۹۰۲۵۹۴۵۱۵۸ ارسال نمایید.

**01 COMPANY OVERVIEW**

**What We Do?**

**Our Goals!**

65%

**Achievements**

**Vision & Values**

**02 PRODUCTS AND SERVICES**

**SWOT Analysis**

**S** Strengths  
**W** Weaknesses  
**O** Opportunities  
**T** Threats

**Products Overview**

**Services**

Service Name  
 Service Name  
 Service Name  
 Service Name

**03 MANAGEMENT AND PLANNING**

**Operation Management**

**Operation Plan**

Date Start

Operational Services

**04 MARKETING AND PROMOTION**

**3 Steps of Success Marketing**

100%

01  
02  
03

**Promotion Plan**

2019 2020 2021 2022

25% 50% 45% 40%

**Second Year Pick**

01 Idea  
02 Planning  
03 Strategy  
04 Action  
05 Success

**05 SALES AND DISTRIBUTION**

**Sale Plan**

25%/Year

**Uditaquea neque optat**

**Distribution**

18%  
32%  
25%

**Uditaquea neque optat**

**Execlit lectum ha**

**Laborei tatur nam aut**

صفحه آرایي مجله يا طراحي مجله معمولاً تخصصي است و مخاطباني خاصي دارد ولي مخاطب روزنامه ها عام هستند. قطع مجله از روزنامه كوچكتر است و شيرازه و نوعي صحافي دارد ولي ورقهاي روزنامه را بدون دوخت لابه لاي هم ميگذارند. تاريخ استفاده از يك مجله نيز با روزنامه متفاوت است. مجله فقط براي يك روز نيست و در برخي موارد آنها را جمع آوري و آرشيوي مي كنند تا بتوان به عنوان مرجع از آنها استفاده كرد.

### • تأثير مطالب بر صفحه آرايي مجله

در قوانين و دستورالعملهايي كه براي نشریات مقرر شده است. مجله در حقيقت به نشریه‌اي گفته مي‌شود كه، در طول يك ماه تنها يك بار انتشار پيدا مي‌كند. بر خلاف نشریه‌هاي ديگر جلد مجله، از تيرهائي از مطالبی كه در مجله ارائه شده است برخوردار مي‌باشد و شما تنها با مشاهده جلد رويي مجله مي‌توانيد تا حدودي از مطالبی كه درون مجله وجود دارد آگاه شويد.

مجله از مطالبی به هم پيوسته در قالب داستان مانند كه هر ماه منتشر مي‌شود پيروي مي‌كند، اين مطالب مي‌تواند در مورد موضوعات و اجناس متفاوت نوشته شود. به عنوان مثال مجله ويژگي هاي چندین جنس مانند گوشی موبایل را در کنار يكديگر قرار مي‌دهد و به نقد و بررسي آنها مي‌پردازد. اما صفحه آرايي نشریه به گونه‌اي است، كه در هر شماره و صفحه مطالب متفاوتی را ارائه مي‌كند. در حقيقت پس از انتشار هر جلد از مجله، بايد در انتظار جلد بعدي مجله براي تکميل مطالب جلد قبلي منتظر بمانيد. در تعريف قانوني كه براي مجله ارائه شده است “مجله” را در قالب يك نشریه در قالب مطالب گوناگون سياسي، اجتماعي، فرهنگي و يا حتي ادبي مي‌دانند، در حقيقت مجله با چيدمان دقيق و مناسب مطالب گاهي مي‌تواند نقد و بررسي دو مطلب کاملاً متفاوت و متضاد را در قالب يك داستان ارائه كند. در حقيقت مهم‌ترين نکته در صفحه‌آرايي مجله توجه به ويژگي‌هاي ظاهري و استفاده از رنگ‌بندي‌هاي مناسب در طراحي قسمت‌هاي مختلف و صفحات گوناگون مجله است، اما فراموش نكنيد كه مطالب يك مجله نيز براي جلب توجه مخاطب بايد از انسجام لازم برخوردار باشد. يكي از مهم‌ترين نکاتي كه در طراحي اشكال و صفحه آرايي مجله بايد مورد توجه قرار دهيد، قابليت لي آوت مي‌باشد، اين قابليت به معنای ارائه مطالب گوناگون در قالب تصويرهاي مناسب و با استفاده از طراحي بصري است.



## • طراحی صفحات مجله (صفحه آرایه مجله هنری)

در صفحه آرایه مجله بنا بر نوع مطالبی که درون آن‌ها قرار می‌گیرد، توجه به نکاتی که در ادامه بیان شده است دارای اهمیت می‌باشد. در طراحی صفحات مجله باید توجه داشته باشید که صفحات به صورت زوج در برابر بیننده قرار می‌گیرند و دو صفحه‌ی متقابل طراحی شده باید از ارتباط مناسبی برخوردار باشند. در واقع طراحی صفحات مجله ترکیبی از تصاویر، رنگ‌ها، حروف چینی، کادر و ... می‌باشد.

بنابراین به وسیله این قابلیت‌ها می‌توان دو صفحه زوج مجله را به راحتی باهم مرتبط کرد، تا بیننده با علاقه بیشتری مطالب درون مجله را مورد مطالعه قرار دهد. هم‌چنین در برخی از اوقات می‌توان از یک عکس افقی بروی هر دو صفحه زوج مجله، برای ارتباط معنایی بیشتر مطالب مجله استفاده کرد. با توجه به اینکه صفحه آرایه مطالب برای نوشتن مطالب، از دو آرایش ستونی متفاوت برخوردار می‌باشد. باید ارتباط معنایی مناسبی بین مطالب نوشته شده در نظر گرفته شود. تا مخاطب هماهنگی موضوع را با طراحی صفحات به طور کامل حس کند. بنابراین صفحه آرایه مجله علاوه بر خلاقیت، نیاز به تخصص عملی نیز برای ارائه یک طراحی مناسب و کاربردی نیازمند می‌باشد.

## • ارتباط صفحات مقابل در صفحه آرایه مجله هنری

صفحات مقابل در صفحه آرایه مجله به دلیل ایجاد یک ترکیب اهمیت دارند. گرید در این صفحات باید به گونه ای باشد که پیوند بصری بین صفحات برقرار نماید. ترجیحاً جایگذاری عکس در صفحات متقابل به صورت یکسان انجام می‌شود. بهتر است صفحات مقابل دارای ارزش خاکستری بالایی نباشند زیرا این مساله باعث خستگی چشم بیننده می‌شود. استفاده از یک تصویر واحد در کل دو صفحه باعث اتحاحات صفحات می‌شود اما باید به گونه ای انتخاب شود که قسمت اصلی آن در عطف قرار نگیرد. در دو صفحه متقابل بهتر است زاویه دید تصاویر به طرف عطف باشد.



## • به کارگیری رنگ در صفحه آرایی مجله

با توجه به اینکه رنگ‌های به کاررفته در صفحه آرایی مجله، اولین عنصر مورد توجه مخاطب است. توصیه می‌شود که از رنگ‌های کنتراست و متضاد مانند قرمز و مشکی در طراحی صفحات مجله برای جلب توجه بیشتر مخاطبان استفاده شود. هم‌چنین رنگ‌های متناظر و متناسب در یک طیف رنگی به عنوان مثال نارنجی کم‌رنگ مایل به زرد و یا نارنجی پررنگ، می‌تواند تضاد رنگی جذاب و زیبایی را برای جلب توجه مخاطب به وجود بیاورد.

اما توجه داشته باشید که بهتر است برای رنگ صفحه آرایی مجله از رنگ سفید و برای مطالب نوشته شده از رنگ سیاه استفاده شود. استفاده از این رو رنگ متضاد خوانایی مطالب را برای مخاطبان افزایش خواهد داد و در هنگام مطالعه مجله چشم‌ها دچار خستگی نخواهد شد.

حروف رنگی متنی که بر روی تصاویر چاپ می‌شوند، با توجه به رنگ اصلی پس‌زمینه عکس مورد انتخاب قرار می‌گیرند. به عنوان مثال اگر رنگ به کاررفته در تصویر به کاررفته در متن نارنجی باشد، بهترین رنگ انتخابی برای درج متن بر روی عکس از نوع رنگ آبی در نظر گرفته می‌شود. استفاده از رنگ‌های متضاد همچنان انگیز و آرام‌بخش، سبب می‌شود که مخاطب علاقه بیشتری به مطالعه مجله داشته باشد. به عنوان مثال استفاده از انواع رنگ‌های آبی، صورتی، سبز و بنفش کم‌رنگ و رنگ‌های مانند خاکستری روشن و تیره، می‌تواند در هنگام مطالعه، پیام مورد نظر را به طور کامل به مخاطب منتقل سازد.

به کارگیری رنگ‌ها درون مجله بیشتر به مخاطبان مجله بستگی خواهد داشت و بنا بر نوع سلیقه این دسته از مخاطبان انتخاب خواهد شد. به عنوان مثال رنگ مورد استفاده در داخل صفحات مجله‌های فرهنگی، سیاسی، اقتصادی و فرهنگی کاملاً با یکدیگر متفاوت خواهد بود.



انسان‌ها در تمام دنیا به رنگ علاقه دارند. رنگ‌ها می‌توانند احساسات و هیجانات را برانگیزانند و می‌توانند به ما کمک کنند تا احساسات خود را بیان کنیم. رنگ‌ها می‌توانند به ما کمک کنند تا با دیگران ارتباط برقرار کنیم و می‌توانند به ما کمک کنند تا دنیا را بهتر بفهمیم. رنگ‌ها می‌توانند به ما کمک کنند تا احساسات خود را بیان کنیم و می‌توانند به ما کمک کنند تا با دیگران ارتباط برقرار کنیم و می‌توانند به ما کمک کنند تا دنیا را بهتر بفهمیم.



**مشارکت مردمی در فعالیتهای موزه**

یکی از اهداف اصلی موزه‌ها، مشارکت مردمی در فعالیتهای آموزشی و فرهنگی است. این امر می‌تواند به بهبود کیفیت خدمات موزه و افزایش آشنایی مردم با میراث فرهنگی و تاریخی کشور منجر شود. موزه‌ها می‌توانند با برگزاری کارگاه‌ها، دوره‌های آموزشی و برنامه‌های تفریحی، مردم را به مشارکت در فعالیتهای خود دعوت کنند.

عکس: گروه آموزشی موزه ملی ایران

عکس: گروه آموزشی موزه ملی ایران

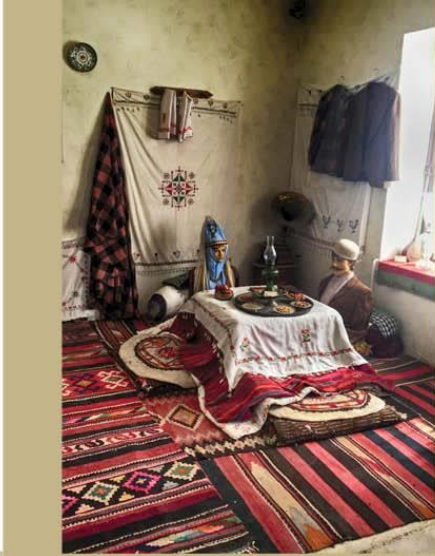
## • تیتتر و سوتیتتر در صفحه آرای مجله

تیتتر که به عنوان کلمات قابل توجه برای یک مطلب درون مجله درج می‌شود، بر روی یک موضوع خاص مرتبط با متن متمرکز است و سبب جلب توجه بیشتر مخاطب به مطالعه مطلب مورد نظر خواهد شد. از این رو انتخاب رنگ بندی و اندازه حروفی که برای یک تیتتر در مجله در نظر گرفته می‌شود، بنا بر موضوعی که در تیتتر مورد نظر گنجانده شده است متفاوت خواهد بود.

- ✓ در مجلات معمولاً از تیتترهای جذاب و کوتاه برای جلب توجه بیشتر مخاطب استفاده می‌شود. از این رو یک تیتتر ۱۰ حرفی برای استفاده در مجله به هیچ عنوان مناسب نخواهد بود.
- ✓ برای جلب توجه بیشتر تیتترها با حروف بزرگ با وجود یک پس‌زمینه سفید در مجله درج خواهد شد. اما توجه داشته باشید که انتخاب اندازه مناسب برای تیتترها از مهم‌ترین نکات قابل توجه می‌باشد. هم‌چنین تعداد سطرهای تیتترها، تعداد حروف و اندازه‌ی آن‌ها نیز از اهمیت ویژه‌ای نزد مخاطبان برخوردار می‌باشد.
- ✓ ساده‌ترین تیتترهای در نظر گرفته شده می‌توانند در قالب یک خط قرار بگیرند، اما برخی از اوقات تیتترهای بیش از یک خط نیز در صفحات مجله وجود خواهد داشت.
- ✓ تیتترها از نظر تعداد سطر و ستون، می‌توانند به تیتترهای یک ستونی چند سطری، یک سطری سراسری و چند سطری تقسیم‌بندی شوند. هم‌چنین در آرایش تیتترها می‌توان از اشکال پلکانی، هرم وارونه، مثلثی، نامساوی و متمرکز، نامساوی و متمایل به راست و متساوی‌الاضلاع برای جلوه‌گری بیشتر تیتتر استفاده کرد.
- ✓ تیتترهای مجله را بنا بر نیاز، می‌توانید در قسمت‌های مختلف مجله مورد استفاده قرار دهید، اما باید در جذاب بودن تیتتر و محل قرارگیری آن دقت لازم را داشته باشید.
- ✓ بعد از درج تیتتر در مجله، سوتیتترها که به عنوان چکیده یا مقدمه‌ای از مطلب مورد نظر هستند، مورد توجه واقع می‌شوند. سو تیتترها با حروفی کوچک‌تر از تیتتر و بزرگ‌تر از تیتتر اصلی مورد استفاده قرار می‌گیرد و مکان قرارگیری آن‌ها بعد از تیتترها می‌باشد. سوتیتترها باید با فونت مناسب و محتوای دقیق به چاپ برسد، تا بتواند به خوبی توجه مخاطب را نسبت به مطالعه مطلب درج‌شده در مجله جلب کند.



بیشترین سطح سواد بین عشایر کشور و...  
 موزه عشایری ایل سنگسری در ساختمانی دو طبقه و کوشک مانند که از دوره پهلوی به جا مانده در چهار بخش با موضوعات مجزا چیدمان ویژه‌ای دارد. بخشی از آثار موزه در خارج از ویرین قرار گرفته تا بازدید کنند، پوزه‌های آسمان را لمس و در اختیار قرار گرفتن آن، ارتباط بهتری با موزه و ماهیت آثار برقرار بنمایند. تاکنون بیش از ۸۸۰۰ قلم از اشیاء فرهنگی و تاریخی و دست‌افزارهای مورد استفاده در زندگی روزمره ایل سنگسری در اختیار موزه قرار گرفته است.  
 بخش نخست به ابزار و ادوات باشم چینی، نخ رسی، مراحل تولید نخ و پارچه‌های پشمی و ابریشمی توسط بانوان ایل سنگسری اختصاص دارد. برخی از یافته‌ها نیز در این قسمت به نمایش در آمده است.  
 بخش دوم شامل انواع دست‌افزارهای زندگی روزمره و دوکانه ایل نیمه کوچ روستا سنگسری بوده و انواع ظروف، ابزار، جنگ افروز و... را شامل می‌شود.  
 بخش سوم به نمایش صنایع دستی و هنر سوزندوزی، پوشاک متخصر به فرد بانوان ایل سنگسری و نمایی از زندگی شهرداری مردم ایل سنگسری در دهه‌های گذشته پرداخته است.  
 بخش چهارم به ارایه‌ها و زیورات، آثار تاریخی ایل سنگسری، نوشت افروز و... اختصاص یافته است.  
**نشانی موزه**  
 استان سمنان، شهرستان مهدیشهر، خیابان امام خمینی، بالاتر از میدان امام، پلاک ۶۵ ساختمان باغ موزه عشایری ایل سنگسری.  
 تلفن: ۰۲۳۳۳۶۲۵۶۵ و ۰۲۳۳۱-۶۸۹۱۳



باغ موزه عشایری ایل سنگسری



این موزه با محوریت نمایش آثار، هنر، تاریخ، فرهنگ و دست‌افزارهای مربوط به عشایر ایل سنگسری که به عنوان بزرگترین ایل عشایر البرز به شمار می‌روند، در اسفند ماه سال ۱۳۸۷ در شهرستان مهدیشهر (سنگسری) که اصلی‌ترین مرکز تجمع این ایل باستانی است، افتتاح گردید.  
 ایل سنگسری شاخه‌ای از اقوام دانه بوند که در سرزمین دامستان، در شرق دریای خزر می‌زیسته و هم‌زمان با به قدرت رسیدن پارتیان و گسترش فلور و آن‌ها به بخش‌های مرکزی فلات ایران، به عرض‌های پایین‌تر مهاجرت کرده و نواحی جنوبی البرز را که موقعیت مناسبی از جهت دسترسی به مراتع سرسبز البرز در تابستان و مراتع شمالی، حاشیه کویر مرکزی ایران در زمستان داشت، برگزیدند. میراث حفظ شده از ایل سنگسری شامل: زبان (پهلوی پارسی با ۱۸۰۰۰ واژه ثبت شده)، آیین کله داری نیمه کوچرو، حفظ گونه گوشتی پره سنگسری، پوشاک سنتی به ویژه لباس سنتی بانوان، بیش از ۲۰ نوع نان سنتی با کاربری موسیقی، بیش از ۸۱ نوع محصول لبنی که هم‌اکنون متخصر به فرد است، هنر «سوزندوزی» یا «سوزندوزی» با حفظ نقش ماه‌های باستانی مربوط به آیین‌های باستانی به ویژه آیین مهر، رکورد دار طولانی‌ترین مسیر کوچ بین عشایر خاورمیانه، رکورد دار

• حروف مجله

چگونگی انتخاب حروف یکی دیگر از مهم‌ترین قسمت‌های مهم در صفحه آرایی مجله است. مهم‌ترین مشخصه‌ای که برای حروف در نظر گرفته می‌شود واحد اندازه‌گیری آن‌ها بر اساس واحد پوینت می‌باشد. هر پوینت برابر ۱/۲۴ اینچ است و کوچک‌ترین و بزرگ‌ترین حروف مورد استفاده در بازه‌ای بین یک تا ۸۴ پوینت قرار می‌گیرند.  
 اندازه‌ای که برای حروف در قسمت‌های گوناگون متن، مانند تیترا، سوتیترا و لید متن مجله در نظر گرفته می‌شود متفاوت می‌باشد. حروف تیترا از سوتیترا بزرگ‌تر است و حروف سوتیترا از متن اصلی درشت‌تر خواهد بود.  
 از طرفی برای متن‌هایی که به صورت لید هستند، حروف معمولاً نسبت به سایر حروف به کاررفته در متن مشخص‌تر خواهد بود. چگونگی آرایش حروف برای قرارگیری در صفحات مجله، بنا بر ستون‌بندی مجله بر اساس ستون‌بندی‌های دو ستونه، سه ستونه و یا چهار ستونه متفاوت خواهد بود.

## • طراحی صفحات داخلی مجله‌ها

صفحه آرایی صفحات داخلی مجلات که تلفیقی هنری از آمیختن متن، رنگ و تصاویر است، دو رسالت جذب و تداوم بصری مخاطبان را بر عهده دارد. استفاده از فونت و تایپوگرافیکی جذاب، هم نشینی و هارمونی رنگ‌ها از مهم‌ترین مواردی است که بر چشم نوازی و ازدیاد اشتیاق خواننده به مجله تاثیر جدی دارند.

طراح باید سعی گردد از تکراری به نظر رسیدن صفحات مختلف اجتناب گردد و با خلق و ایجاد تنوع ما بین صفحات، لذت خواندن و توریق را در خواننده افزایش دهد. نوآوری و خلاقیت بین مقالات مختلف، کلید جذابیت مجله به حساب می‌آید. عدم کپی برداری و انحصاری بودن طراحی مجله خاص نیز، ضمن افزایش پرستیژ آن مجله، از ملزومات یک طراحی حرفه ایست.

ستون‌هایی که برای نوشتن مطالب مجله در نظر گرفته می‌شود، معمولاً از یک سبک و روش خاصی تبعیت می‌کند، اما در برخی از اوقات بنا بر قرارگیری تصاویر مرتبط با یک مطلب، نوع قرارگیری ستون‌ها تغییر خواهد کرد.

برای حروف چینی مجملات می‌تواند از روش‌های مختلفی مانند حروف چینی با ماشین تحریر، تایپ، خطوط تحریری (شابلون) و حروف برگردان، حروف چینی دستی، حروف چینی ماشینی، فتوتایپ، لاینوترون، لاینوفیلیم، فتو ترونیک، اینتر تایپ، لاینوتایپ و فتو تایپ استفاده کرد. که استفاده از این حروف-ها بنا بر قالب مطالب ارائه شده در مجله متفاوت خواهد بود.

## • تلفیق متن و تصاویر با کادر

جایگیری و چیدمان نوشته در ارتباط با تصویر می‌تواند باعث موفقیت و همچنین شکست یک طراحی شود. اگر نوشته خیلی کوچک باشد، پس زمینه شلوغ باشد یا حواس را پرت کند، کل کار را به مخاطره می‌اندازد و در این صورت یک طراحی کارآمد یا از نظر بصری خوشایند نخواهیم داشت. اما نوشته تنها نیمی از معادله است، نحوه نمایش تصویر در طراحی نیز به همان اندازه مهم است. بنابراین باید به هر دوی آن‌ها توجه داشته باشیم.

اگر در طراحی‌تان از عکس‌هایی که خود گرفته‌اید، استفاده می‌کنید یا تصویری که از منبع جداگانه تهیه کرده‌اید را مورد استفاده قرار می‌دهید، در هر صورت باید اطمینان پیدا کنید که فضای مناسب و مشخصی برای جایگیری نوشتار باقی مانده است. مگر اینکه بخواهید عنصری را وارد طراحی کنید که زیر متن قرار بگیرد و یا از یک پس زمینه شلوغ متمایز شود، مانند یک شکل یا یک صفحه، که در این مورد در ادامه بیشتر توضیح خواهیم داد.

برای نمونه در تصویر زیر جلد یک مجله مشاهده می‌شود که در آن یک عکس به صورت عمودی جای گرفته است و در بخش آسمان، فضای خالی زیادی باقی مانده است. تصاویر طبیعت معمولاً شامل فضاهای بزرگی از آسمان یا دریا هستند که پس زمینه مناسبی برای نوشتار فراهم می‌سازند. این تصاویر یک فضای خالی ایجاد می‌کنند که باعث می‌شوند نوشته‌ها در آنجا بدرخشند.

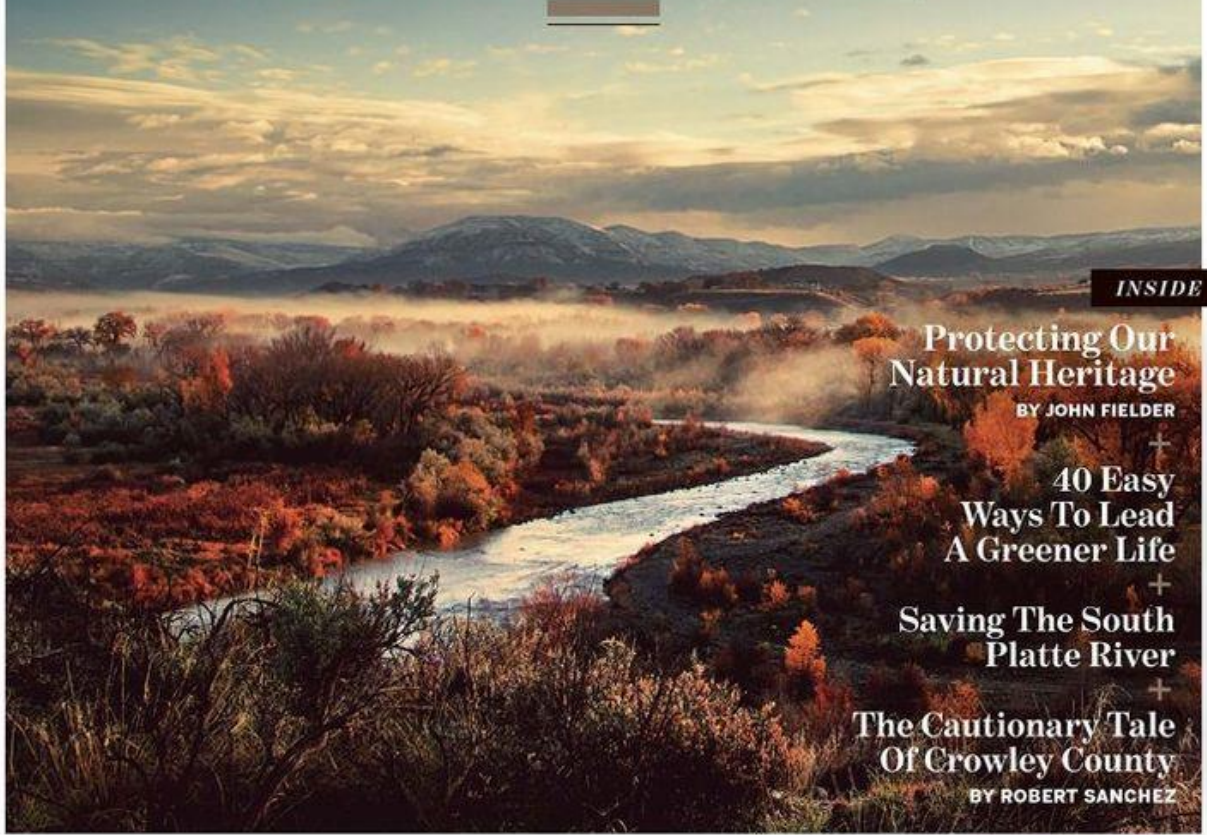
{ THE ENVIRONMENT ISSUE }

5280

THE  
DENVER  
MAGAZINE

# Wild Places

Colorado's Treasured Landscapes



INSIDE

Protecting Our  
Natural Heritage

BY JOHN FIELDER

+  
40 Easy  
Ways To Lead  
A Greener Life

+  
Saving The South  
Platte River

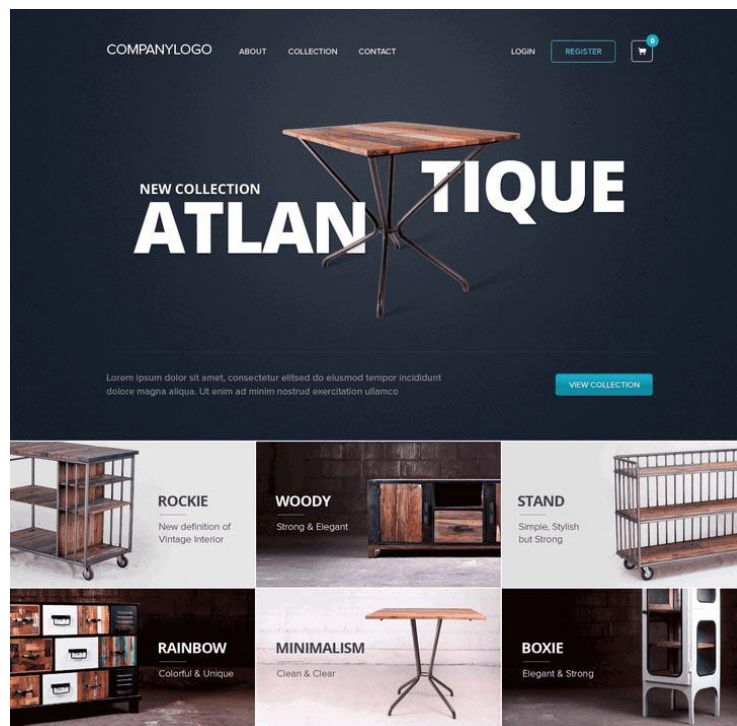
+  
The Cautionary Tale  
Of Crowley County

BY ROBERT SANCHEZ

ترکیب‌بندی کلی در نتیجه ترکیب‌بندی عکس و تصویر به دست می‌آید. در واقع یک طراحی چیزی بیش از مجموع اجزای خود است. شما می‌توانید یک تصویر جذاب و یک پیام مؤثر داشته باشید که با فونت زیبایی نوشته شده است اما تا زمانی که این دو جزء به خوبی با هم ترکیب نشوند، خروجی کار چندان جالب توجه نخواهد بود، و یا نتیجه‌ای که مد نظر شما است را به دست نمی‌دهد.

زمانی که می‌خواهیم تصویر و نوشته همدیگر را تکمیل کنند، یکی از روش‌های عالی برای ترکیب‌بندی این است که نوشته را طوری قرار دهیم که با شکل ارائه شده در تصویر منطبق باشد. برای مثال در تصویر زیر توجه کنید که چگونه عنوان این وبسایت در رویکردی خلاقانه با تصویر مربوطه هم‌راستا شده است. جایگیری نوشته در طراحی به نحوی است که با تصویر محصولی که تبلیغ می‌کند، به خوبی ترکیب شده است. این رویکرد در شبکه تصاویر زیر عنوان نیز ادامه یافته است و بلوک‌های متنی و تصاویر محصولات به خوبی به تعادل رسیده‌اند و با همدیگر منطبق هستند.

زمانی که می‌خواهیم تصویر و نوشته همدیگر را تکمیل کنند، یکی از روش‌های عالی برای ترکیب‌بندی این است که نوشته را طوری قرار دهیم که با شکل ارائه شده در تصویر منطبق باشد. برای مثال در تصویر زیر توجه کنید که چگونه عنوان این وبسایت در رویکردی خلاقانه با تصویر مربوطه هم‌راستا شده است. جایگیری نوشته در طراحی به نحوی است که با تصویر محصولی که تبلیغ می‌کند، به خوبی ترکیب شده است. این رویکرد در شبکه تصاویر زیر عنوان نیز ادامه یافته است و بلوک‌های متنی و تصاویر محصولات به خوبی به تعادل رسیده‌اند و با همدیگر منطبق هستند.



یک روش دیگر ترکیب‌بندی این است که کمی وسیع‌تر بیندیشیم و تنها به قرار دادن نوشته بر روی تصویر پس‌زمینه فکر نکنیم. تصویر و نوشته را می‌توان به بی‌نهایت روش مختلف با هم ترکیب کرد. پس اجازه بدهید خلاقیتتان به کار بیفتد. برای مثال در طرح زیر، نوشته به صورت مستقیم با برش دادن تصاویر به شکل خاص و قابل تشخیص، به آن‌ها متصل شده است.



در صفحات داخلی مجله هم می توانیم تصاویر را با متن ترکیب و تلفیق کنیم، یک صفحه آرای توانمند و خلاق می تواند با آفرینش ترکیب بندی جذاب، بهترین دیزاین را جهت جلب و جذب مخاطب انجام دهد.

یکی از نکات مهم در این باب، فاصله بین تصویر و عکس در صفحات داخلی مجله می باشد. که حداقل باید بین ۳ میمتر تا ۵ میلی متر باشد.

✓ به هیچ عنوان متن به تصویر نمی چسبد و یا داخل آن نمی رود.

✓ این فضای ایجاد شده بین متن و تصویر فضایی را ایجاد خواهد کرد که نه تنها به زیبایی طراحی داخلی آن کمک می کند همچنین به بهتر دیده شدن تصویر و سهولت خوانایی متن نیز کمک خواهد کرد.

✓ متن در این گونه صفحات از گرید پیروی میکنند.

✓ تصاویر محدودیت جاگذاری ندارند و هر جای صفحه می تواند قرار بگیرند و حتی می توانند از صفحه ای به صفحه روبروی خود کشیده شوند و از عطف آن عبور کنند به صورتی که مانند یک تابلو دیده شود. ( به شرط آن که قرارگیری تصویر به نحوی باشد تا قسمت مهمی از آن در عطف قرار نگیرد، به عنوان مثال یک چهره انسان را نمی توانیم در عطف قرار دهیم زیرا به دلیل صحافی ممکن است قسمت های مهمی از آن تصویر دیده نشوند)



اجزا و توسعه مشارکت از طریق پیاده سازی طرحهای از پیش برنانه زری شده توسط پرسنل موزه به ویژه موزه دارن برای مشارکت کنندگان امکان پذیر خواهد بود. برای آنکه برنامه مشارکت موفقیت آمیز باشد، تحقق سه عامل ضروری زیر الزامی است:

- ۱- موزه خود را ملزم و متعهد به ارائه تجربه مشارکتی خوشایند به مخاطب بگذرد.
- ۲- دسترس پذیری به ابزار و تجهیزات موزه کارآمد تسهیل گردد.
- ۳- دستاوردهای موزه مستند براساس موزه و مخاطبین آن حاصل گردد.

تغییر و تکوین مشارکت کنندگان از سوی مسئولین موزه یکی دیگر از فواید جلب مشارکت مردمی است که مبیایست به روشهای زیر در دستور کار مدیریت موزه قرار گیرد:

- ۱- تقدیر و تشکر از مشارکت کنندگان بنویسند.
- ۲- اطلاع رسانی مناسب و به موقع از زمان و نحوه قدرانی از مشارکت کنندگان.
- ۳- ایجاد فرآیندی کارآمد جهت جمع آوری، نگهداری و معرفی محتوای حاصل از مشارکت.

هی فعالیت های مرتبط موزه امکان مشارکت مردمی وجود دارد؟

فوائد نحوه مشارکت مردمی گذشته خولیم پرداخت (قسمت دوم مطالب)

در فعالیتهای تجاری که به صورت مشارکتی با اقدار یا گروههای مختلف مردم صورت میگیرند، نیازهای سه گروه اصلی شامل پرسنل موزه، مشارکت کنندگان و مخاطبین موزه، مبیایست مرتفع و پاسخ داد شوند.

نتیجه گیری

مشارکت مردمی در فعالیتهای موزه مستند به ایجاد موزهای پویا، پاسخگو و برادران اصلی موزه نقش حیاتی و غیر قابل انکار در پویایی و توسعه پایدار موزهها فرهنگی خواهد شد. به عبارت دیگر، میان یک رابطه عام و معلولی قوی و محکم وجود دارد.

### مشارکت مردمی در فعالیتهای موزه

ولتان و صاحبان اصلی اثر که به جای مانده از گذشتگان، خود مردم میباشند. از اینرو بهترین افراد به منظور حفاظت از اثر که رسالت اصلی موزهها نیز بر همین محاسبات است. خود مالکان اصلی اثر، یعنی مردم میباشند. این امر محقق نمیشود مگر آنکه مردم در فعالیتهای موزه حضور و مشارکت فعال و مستمر داشته باشند. نهایتاً کردن فرهنگ حفاظت در میان مردم از یکسو و تقویت جایگاه موزهها در جامعه از سوی دیگر، دو شرط لازم و اساسی برای تحقق موضوع فوق الذکر می باشد.

در این مقاله سعی خواهیم کرد مطالب در قالب طرح سوالاتی چند و از این پاسخ به آنها عنوان گردد.

اولین سوالی قابل طرح این است که چرا مشارکت مردمی؟ یا به عبارت دیگر چه ضرورتی و نیازی به مشارکت مردمی در فعالیتهای موزه ای وجود دارد؟

بطور اجمالی پاسخ به این سوالات کلیدی به شرح ذیل میباشد:

۱- فراهم سازی موزهها با موزهها و فعالیتهای آنها، تقویت روحیه مشارکتی در میان مردم از یکسو و تقویت جایگاه موزهها در جامعه از سوی دیگر، دو شرط لازم و اساسی برای تحقق موضوع فوق الذکر می باشد.

۲- ایجاد معنای جدید در موزهها با استفاده از مشارکت مردمی، با به عبارت دیگر چه ضرورتی و نیازی به مشارکت مردمی در فعالیتهای موزه ای وجود دارد؟

۳- تقویت روحیه مشارکتی در میان مردم از یکسو و تقویت جایگاه موزهها در جامعه از سوی دیگر، دو شرط لازم و اساسی برای تحقق موضوع فوق الذکر می باشد.

۴- تقویت روحیه مشارکتی در میان مردم از یکسو و تقویت جایگاه موزهها در جامعه از سوی دیگر، دو شرط لازم و اساسی برای تحقق موضوع فوق الذکر می باشد.

۵- تقویت روحیه مشارکتی در میان مردم از یکسو و تقویت جایگاه موزهها در جامعه از سوی دیگر، دو شرط لازم و اساسی برای تحقق موضوع فوق الذکر می باشد.



ترجمه و تدوین: مرزبان کریشانی  
کارشناس خبره معناری سازمان میراث فرهنگی  
سیاح و توریسم و گردشگری  
karamshahi@shahroo.com



Dec 2018



Instagram @AsteriXarts





# Half-Baked Heaven

Inside a farm kitchen high in the mountains, Meghan Gerard has found her calling—and herself.

By Jo Saphir

**A** modern kitchen built atop an 800-year-old log cabin in the high mountains of Colorado is a beautiful sight. The space is airy and bright, with a view of the surrounding forest. The kitchen is a mix of modern and rustic, with a large island and a range hood. The space is a mix of modern and rustic, with a large island and a range hood.

Whether you're a foodie or just looking for a new place to eat, this is a great spot. The kitchen is a mix of modern and rustic, with a large island and a range hood. The space is a mix of modern and rustic, with a large island and a range hood.

The kitchen is a mix of modern and rustic, with a large island and a range hood. The space is a mix of modern and rustic, with a large island and a range hood.

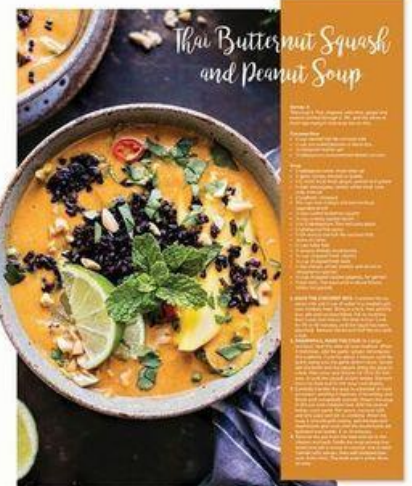


...and when she's not working, she's out there in the mountains, enjoying the view. She's a mix of modern and rustic, with a large island and a range hood. The space is a mix of modern and rustic, with a large island and a range hood.

...and when she's not working, she's out there in the mountains, enjoying the view. She's a mix of modern and rustic, with a large island and a range hood. The space is a mix of modern and rustic, with a large island and a range hood.

...and when she's not working, she's out there in the mountains, enjoying the view. She's a mix of modern and rustic, with a large island and a range hood. The space is a mix of modern and rustic, with a large island and a range hood.

...and when she's not working, she's out there in the mountains, enjoying the view. She's a mix of modern and rustic, with a large island and a range hood. The space is a mix of modern and rustic, with a large island and a range hood.



## Thai Butternut Squash and Peanut Soup

...and when she's not working, she's out there in the mountains, enjoying the view. She's a mix of modern and rustic, with a large island and a range hood. The space is a mix of modern and rustic, with a large island and a range hood.



# تلفیق متن و تصویر بدون کادر

در صفحات داخلی مجله می توان از تصاویری استفاده کرد که کادر ندارند، این صفحات هم مانند صفحاتی که تصاویر با کادر دارند می توانند در عین قانونمند بودن و پیروی از گرید بسیار خلاقانه طراحی شوند. و قوانین دیگر مانند فواصل عکس و متن در این صفحات هم پا بر جاست.

با این تفاوت که در اینجا فرم چیدمان متن از فرم تصویر نیز پیروی می کند و این می تواند زمینه ای باشد برای افرینش ترکیب بندی بسیار زیبا و خلاق.

- ✓ فقط در این صفحات باید دقت داشت تصویر در جایی از صفحه قرار بگیرد که باعث ایجاد سطرهای بیش از حد کوتاه نشود
- ✓ در واقع محل قرارگیری تصویر در این صفحات بسیار مهم است و باید با دقت تمام صورت گیرد.
- ✓ ایجاد سطرهای بسیار کوتاه طوری که در آن یک تا سه واژه جا شوند در صفحه آزایی مردود است زیرا هم از جذابیت ترکیب بندی صفحه می کاهد و هم به سرعت خواندن مخاطب لطمه وارد می کند.
- ✓ و همچنین می تواند باعث سردگمی در مخاطب شود.

The image shows a magazine spread for 'Jasmin OdeMa'. The main feature is a large portrait of a woman with short grey hair, wearing a dark blazer, sitting in a chair. To the left of the portrait is a headline: 'شیرین میندلدا سیکه ایتا... "دولدا دقیقلمی سیم"'. Below the headline are several columns of text, including a sub-headline 'فیوچر سیکه ایتا...'. To the right of the portrait is a smaller portrait of a man and another column of text. At the bottom left, there is a large, detailed image of a watch with a blue dial and multiple complications. The magazine's name 'Jasmin OdeMa' is at the top left, and the publisher's name 'Froyb' is at the top right.

LIFESTYLE

# Homeowners Looking for the Power To Do More With Their Properties

People find satisfaction in using their power tools

By Steve Baustista

Call it pride. Call it self-sufficiency. Call it whatever you wish, but the latest trend in home ownership extends beyond the house and into the yard. What was once an area homeowners left to hired hands is now a place where people are getting the job done by putting the right tools into their own hands.

According to new research released this week, homeowners are taking more and better care of their properties and are relying on a whole new generation of efficient power tools in order to do it. The research cites statistics that show not only men, who are the more traditional users, but women buying and using more outdoor power equipment than ever before. These include such tools as chainsaws, trimmers, edgers, blowers, vacuums, hedge trimmers and diesel-powered hand tools.

"We're seeing a spike in usage of outdoor power equipment across the board," said Chris Lee, president of Power Tool Editor, a publication dedicated to the righteous treatment of power equipment. "It used to be that we were heavily skewed toward the male heads of households," Lee said. "Now we're in a new era that offers new levels of accessibility. We're trending way up with females and younger household members."

Lee stated that the growth in these audiences is due to several extraneous factors. There are more single homeowners than ever before in America, and many of them are women. Consequently, that audience has led the demand for easier-to-use, more powerful types of power equipment. "The days of a power tool that wouldn't start are largely behind us," said Lee. "Leadership brands like STIHL are easy-start brands that benefit all users."

Lee goes on to describe the passion of homeowners for the STIHL brand. Chances are he says, if STIHL products are in the house, then the yard surrounding the property is meticulously maintained. Edges are razor sharp, trees are faithfully pruned, and blowers blow every last blade of grass off walkways and driveways. These are STIHL customers, a discriminating bunch that discriminates on the brand of power equipment they buy.

STIHL, an 80-year-old company and the best-selling chain saw brand in the world, has a host of products that feature its Easy 2 Start™ technology for smooth, easy starts. The company recognizes that every user can enjoy these features that make for a more satisfying experience. The bottom line, it says, is the goal to create a product that gets the job done while keeping in mind environmental and safety standards. For instance, the company builds products for a wide audience, from professional loggers to weekend warriors. Individual homeowners want a product that they know has been tested in the field—and that is not a top. They can appreciate the level of engineering and craftsmanship that goes into a STIHL product. They understand the difference, and it is apparent each time they pick up that power tool and use it.

"Our crews work from sunup to sundown," explain professional landscapers from North Carolina who use STIHL products. "Trimming and edging the highways in North Carolina is more than a full-time job;

add the area's summer heat and humidity, and you have a job that only the toughest people using the toughest equipment can handle. STIHL's line of professional equipment tackles extreme landscaping jobs like no one else's, while delivering plenty of power and dependability."

The STIHL customer also appreciates a product that minimizes environmental impact. The company offers gas-powered tools that incorporate lower-emissions engine technology, as well as a wide range of innovative and environmentally responsible electric tools. Part of the challenge in making electric and environmentally friendly tools is to ensure that none of the power has been sacrificed in the process. That's why STIHL has invested heavily in research and development over the decades. The result is product innovation that leads the way, trickling down from professional applications to the homeowner.

One look at the typical homeowner who owns STIHL tools and you realize just how much technology that person holds in his or her hands to get the job done right. In the past, people employed others to do their yard work for them. Today, that dynamic has largely changed, most likely due to the fact that today's power tools are more efficient and a better value than ever before.

"Today's homeowners get great satisfaction from executing their own yard work. Trimming, blading, edging, even cutting brush and trees gives people a sense of self-sufficiency and results that they can appreciate right away," according to Lee.

Today, people don't need to clutter up an entire garage with power equipment to get the work done. Witness the STIHL KombiSystem, an ingenious set of attachments that fit on powerful engines, making it easy to tackle many tasks without the need to store lots of equipment. Customers can choose one of the engines and then select the appropriate attachments to create a whole lawn-care system. And the KombiSystem can do it all—edge, trim grass and hedges, cut, sweep, blow, remove light snow, and more.

It's a multitasker's dream. One powerful, super-efficient STIHL engine can be used to accomplish a host of homeowner tasks. Looking at the list of things that can be done outside with the KombiSystem, one almost wishes STIHL made tools for the inside of the home. One could imagine a STIHL blender, food processor or vacuum, for instance, and how they would improve and advance our home lives.

Providing tools tested and proven by professionals and enjoyed by homeowners is a theme that recurs often with STIHL. Customers seek out a brand like STIHL because they know it's dependable and powerful. The other deciding factor is that the brand cannot be found at big-box stores like Lowe's® and The Home Depot®. STIHL products are sold exclusively through a vast network of 8,000 dealers nationwide, people who have the ability to spend some time with the customers that walk through their doors.

These dealers are typically family-run businesses with a tradition of customer service. They are knowledgeable about the products they carry, can help fit the tool to the customer and will provide servicing when needed.

Tradition has always played a large role in defining the STIHL

brand and its products.

It all started from humble beginnings in 1926. STIHL was founded in Germany by Andreas Stihl and specialized in manufacturing washing machines and forhearth systems used in the process of energy conversion. A year later, the company employed just two other workers, not including the founder. By 1929, the number of employees rose to a staggering 20 people. Then, something changed everything.

The company was four years old, the year was 1930, and that was when STIHL introduced a portable gasoline chain saw. It was a product that revolutionized the industry, as this machine was a very workable and convenient chain saw. As such, considerable numbers were sold in the United States, where professionals were happy to utilize a capable well-engineered power tool. It is this high degree of engineering creativity a inventiveness that has led the company through the past eight decades of constant success. Today, Andreas Stihl AG is a global company, that remains the leading supplier of chain saw in the US, housing sales organizations and importers in 180 countries, more than 10,000 employees and 35,000 independent dealers worldwide are known to prove the kind of personal service that organizations strive to offer. Using its legendary assurance for quality and breakthrough engineering, STIHL manufactures and services a formidable array of power tools and accessories for homeowners and professionals, among them forestry workers, landscapers, farmers and anybody who wishes to harness the power to do more in his or her specific environment around the world.

According to Hans Peter Stihl, son of founder Andreas Stihl and chairman of the supervisory board of STIHL AG, staying in close proximity to its users "provides us time and again with new impulses for visionary ideas."

Indeed, customers who purchase STIHL equipment tend to have high expectations. They are the types of people who appreciate superior products born through exacting standards of engineering and manufacturing. These standards are so demanding that STIHL not only makes power equipment, in many cases, it makes the machinery that makes the power equipment.

Take a look at the tool that truly embodies the company's pride and longevity, the chain saw. Its extraordinary level of craftsmanship is readily apparent, from the fit and finish of its components down to the weight distribution, which is another reason that only a STIHL cuts like a STIHL. And those are just the things you can see. There are a bevy of technological advancements that reinforce this machine's leadership position in the industry.

And such attention to detail has resulted in the company earning ISO 9001 and ISO 14001 certifications, which means it meets rigid international manufacturing, environmental and quality standards. As another gratifying level, STIHL products win quality and engineering design awards regularly. For instance, the introduction of the new MS 171 chain saw marks the debut of a new

generation of cutting machine. The MS 171 features a greener, reduced-emission engine and utilizes an advanced anti-vibration system, plus conveniences such as toolless fuel and oil caps and a low-maintenance air filtration system. These are in addition to existing features such as a toolless Quick Chain Adjuster and the Easy2Start™ system for effortless, smooth start-

And since we're on the subject, what else separates power tools from the rest? As equally branded as the and many a network deal-

The company's commitment to protecting the environment goes deeper than reducing the carbon footprint of its power equipment. It's about the people who use it. From the equipment's design to the way it's used, the company is committed to ensuring that its power equipment is safe, reliable and easy to use.

STIHL is a leader in the equipment industry to set a standard for safety and reliability. The company's commitment to safety is evident in every aspect of its equipment, from the design of the tools to the way they are used. STIHL is committed to ensuring that its power equipment is safe, reliable and easy to use.

STIHL is a leader in the equipment industry to set a standard for safety and reliability. The company's commitment to safety is evident in every aspect of its equipment, from the design of the tools to the way they are used. STIHL is committed to ensuring that its power equipment is safe, reliable and easy to use.

STIHL is a leader in the equipment industry to set a standard for safety and reliability. The company's commitment to safety is evident in every aspect of its equipment, from the design of the tools to the way they are used. STIHL is committed to ensuring that its power equipment is safe, reliable and easy to use.

STIHL is a leader in the equipment industry to set a standard for safety and reliability. The company's commitment to safety is evident in every aspect of its equipment, from the design of the tools to the way they are used. STIHL is committed to ensuring that its power equipment is safe, reliable and easy to use.

STIHL is a leader in the equipment industry to set a standard for safety and reliability. The company's commitment to safety is evident in every aspect of its equipment, from the design of the tools to the way they are used. STIHL is committed to ensuring that its power equipment is safe, reliable and easy to use.



**Engineered to give every job a professional-looking finish.**

STIHL grass trimmers are designed to give you long-lasting value with a reliable edge. Engineered with smooth-starting, low-emission engines, they give you the power to do more. You can find them exclusively at more than 8,000 independent dealers nationwide. People who service what they sell and can help you make a smart buying decision—from first start to great-looking finish.

To find a dealer:  
STIHLUSA.com  
STIHLUSA.mobi  
1-800-GO-STIHL

STIHL USA, Inc.

Stihl and the Stihl logo are registered trademarks of their respective companies.



FEATURE

# MANAGING A CHILD'S ALLOWANCE THE ONLINE VERSION

GIVING CHILDREN AN ALLOWANCE ALWAYS SEEMS

like a good idea at first. But just try following through in practice.

You need to remember to get exact change each week, which may not

be easy if you bank online and need a pile of singles. You have to remember

to hand over the money to the child on the designated day. You need some-

place to put the money - but alas, most piggy banks are terrible, with tiny

compartments you can't see to get any sense of how the money is piling up.

Using a few separate jars is a fine idea, but if children can get into them, they might

misallocate money from the saving jar to the spending jar. Or take money to school

and their friends take some money home from a playdate. All of this hassle has

given rise over the years to websites that track chores, allowance, savings

and spending: FamZoo, ThruTime, Count My Bucks, and My Job Chart.

One of the newest to enter the fray is Tykoon, whose two

founders are themselves fathers with successive-level ex-

perience at companies like LaunchTree and Bank of America. And while it is early days for the service,

they seem to have their priorities in order in vari-

ous ways. This is not a gimmick, or those weeks at a gym or a 10-DVD set," said Mark End-

icope, the co-founder and a veteran of Bank of America's digital operations.

"It's a multiyear conversation about how your family uses money. We want

it to be part of the family routine."

The idea for Tykoon came from the other co-founder, Doug Leibel, the founder

of LaunchTree. While he ran into the usual

frustrations for him was watching his el-

dest daughter spend real amounts of time in vir-

tual online worlds using real money to buy fake

things. With Tykoon, he wanted everything to be real.

While the site, which is aimed primarily at 7-

10-year-olds, is not a bank and does not tap into parents'

checking accounts, it's supposed to mimic a bank in some re-

spects. Parents can set an allowance level and automatically "de-

posit" virtual dollars into three categories, here, Give and Spend.

You can connect earning an allowance to the completion of vari-

ous chores or tasks. Or, if you're like me and you don't want to connect chores

with an allowance because you believe that children ought to do chores with-

out any expectation of getting paid, you can track tasks and allowance separately.

None of the above is particularly unique. Things get more interesting, how-

ever, when children want to cash out. They can make a request to their parents to

use money from their "Spend" account in Tykoon's Amazon.com store or take mon-

ey from their "Give" account for a charity. At that point, parents pay with their own

credit cards and Tykoon subtracts the virtual money from the proper category.

Tykoon handles products and nonprofit groups for children to choose from, which

is amazing if your children want something that Tykoon hasn't preapproved or are fond

of a store that the site does not list. The upside, however, is that children don't end up

in the sea by aisle at Amazon. In fact, children can't do a single thing - move money,

make a choice as complete or buy anything - without a parent approving or confirming it.

Still, why such a strong focus on actual transactions? In Europe, children un-

der 10 are perhaps the highest unbanked population in the United States. But the

target market is one that will not make deposits until they have their first regu-

lar job. "Tykoon is the bank of mom and dad until you turn 18," he said. "So we

wanted to allow kids to have everyday experiences that they can learn from."

Spending to make enough to buy or give (or earn extra privileges, like more te-

levision or Internet time, which is another option) turns

out to be a compelling enough proposition that some

parents find themselves getting requests from

their children via Tykoon for more choices to

complete.

That ought to warm any parent's heart, at

least at first glance. But here's the uncon-

fortable thing about it: Those requests

may well come via an email generated

by Tykoon on a computer or tablet or

text message that your child was using,

not via an actual conversation.

To me, the biggest mark against sites like

this is that they make money less visible.

Children ought to learn to handle it and

count it and watch it grow slowly over time

as they need to resist (or give in to) the temptation

to take it out and blow it all or lose it by accident. At

least, they ought to do all of this for a couple of years after

starting to receive an allowance.

And as much as I love automating my own financial life, one rea-

son sites like Tykoon haven't quite set the world on fire yet may be

that plenty of parents want to keep their children away from screens if

the real-world alternative, like a jar, is a reasonable one.

"I'm not trying to win a battle for screen time," Brinnicoge said. "I'm trying to

understand that their efforts will succeed only if the product inspires the right kind of ques-

tion with the right kind of frequency."

That's a fair point, though the boldness of Version 1 of the site is what gives a few

other experts pause. Sara Hanks Rubin, a former banker and regulator who is working

on a technology startup related to fund-raising and money, worried that Tykoon felt more like

a task management site than a money site.

"I realize you have to start somewhere and that it makes sense to begin with the parents,"

she said. "But to me, it's like TurboTax. It's very spreadsheet-y." A new version of the site

should fix some of this.

Beale Goodley, the author of the classic children-and-money book "Money Doesn't Grow

on Trees," wondered why Tykoon didn't take more of a game-like approach. "A typical kid

is not there playing Angry Birds," she said. "So how do you get the appeal of that child as

an agent and say to them that 'This is what I want you to do?'"

Goodley has her own answer to the question, an app crisscrossing out next month called

GreenTweeds. Unleash the Loot, that is intended to both entertain children and

teach them about money while convincing parents and other grown-ups to let

the older ones are an impossible goal," she said.

Brinnicoge said that Tykoon was already planning on bringing in

some game-design talent to help make the experience more en-

gaging. To pay for it, he's exploring business models beyond

the small payment Tykoon gets as an Amazon affiliate.

One likely possibility is to partner with major banks

that would pay to offer their own versions of

Tykoon, something that FamZoo is already do-

ing with credit unions. Tykoon's founders and

their investors have tentacles into many of

the biggest for-profit banking institutions,

and partnering with any one of them, if it

happens, could put the site squarely in

front of untold numbers of parents.

In a perfect world for those custom-

ers, graduates of Tykoon with, say, five

years of good behavior under their

belts would one day be eligible for

no-fee checking accounts or a rock-

bottom rate for private student loans.

But in reality, messages and college

students say among the most error-

prone of all banking customers. The

best test of all for sites like Tykoon will

be whether their heavy users learn to be sa-

tisfied, persistent and thrifty that they make

no money mistakes at all as young adults. - see

©2013 The New York Times News Service



## Older Americans Are Hooked on Vitamins

Research reveals vitamins do little good and can be harmful

LIZ SZABO

When she was a young physician, Dr. Martha Gulati noticed that many of her mentors were prescribing vitamin E and fish-oil supplements. Preliminary studies in the early 1990s had linked both supplements to a lower risk of heart disease. She urged her father to pop the pills as well. "Dad, you should be on these vitamins, because every cardiologist is taking them or putting their patients on them," said Gulati, now chief of cardiology for the University of Arizona College of Medicine—Phoenix.

But just a few years later, she found herself reversing course, after rigorous clinical trials found neither vitamin E nor fish-oil supplements did anything to protect the heart. Even worse, studies linked high-dose vitamin E to a higher risk of heart failure, prostate cancer, and death from any cause. "You might want to stop taking those," Gulati told her father.

More than half of Americans take vitamin supplements, including 66 percent of those age 65 and older, according to a 2011 Gallup poll. Among older adults, 29 percent take four or more supplements, according to a *Journal of Nutrition* study published in 2010. Often, preliminary studies just in-ferential extrapolate about a promising dietary supplement, leading millions of people to buy into the trend. Many never stop. They continue even though more rigorous studies—which can take many years to complete—almost never find that vitamins prevent disease, and in some cases find that they cause harm.

"The enthusiasm doesn't correspond to the evidence," said Dr. John Manson, chief of preventive medicine at Boston's Brigham and Women's Hospital.

There's no conclusive evidence that dietary supplements prevent chronic disease in the average American, Manson said. And while a handful of vitamin and mineral studies have had positive results, those findings haven't been strong enough to recommend supplements to the general U.S. public, she said.

The National Institutes of Health has spent more than \$2.5 billion since 1999 studying vitamins and minerals. "All the research we've done, we don't have much to show for it," said Dr. Barnett

Kramer, director of cancer prevention at the National Cancer Institute.

### In Search of the Magic Bullet

A big part of the problem, Kramer said, could be that much nutrition research has been based on faulty assumptions, including the notion that people need more vitamins and minerals than a typical diet provides, that megadoses are always best—and that scientists can boil down the benefits of vegetables like broccoli into a daily pill.

Vitamin-rich foods can cure diseases related to vitamin deficiency. Oranges and limes were primarily shown to prevent scurvy in vitamin-deprived ship-secur-ity sailors. And research has long shown that populations that eat a lot of fruits and vegetables tend to be healthier than others.

But when researchers tried to deliver the key ingredients of a healthy diet in a capsule, Kramer said, those efforts mostly have failed.

It's possible that the chemicals in fruits and vegetables on your plate work together in ways that scientists don't fully understand and which can't be applied in a tablet, said Marjorie McCullough, strategic director of nutritional epidemiology for the American Cancer Society.

More important, perhaps, is that most Americans get plenty of the essentials, anyway. Although the Western diet has a lot of problems—too much sodium, sugar, saturated fat, and calories, in general—it's not short on vitamins, said Alice Lichtenstein, a professor at the Friedman School of Nutrition Science and Policy at Tufts University.

And although there are more than 90,000 dietary supplements from which to choose, federal health agencies and doctors still recommend that Americans meet their nutritional needs with food, especially fruits and vegetables.

Also, American food is highly fortified with vitamin D in milk, iodine in salt, B vitamins in flour, and even calcium in some brands of orange juice.

Without even realizing it, someone who eats a typical lunch or breakfast "is essentially eating a multivitamin," said journalist Catherine Price, author of *"Vitamins: How Vitamins Re-*

observed that people with high levels of an antibody called homocysteine are more likely to have heart attacks. Because folic acid can lower homocysteine levels, researchers hoped that folic acid supplements would prevent heart attacks and strokes.

In a series of clinical trials, folic acid pills lowered homocysteine levels, but had no overall benefit for heart disease, Lichtenstein said.

Studies of fish oil also may have led researchers astray.

When studies of large populations showed that people who ate lots of seafood had lower heart attack rates, many assumed that the benefits came from the omega-3 fatty acids in fish oil. Lichtenstein said.

Rigorous studies have failed to show that fish oil supplements prevent heart attacks. A clinical trial of fish oil pills and vitamin D, whose products are expected to be released within the year, may provide clearer answers about whether they prevent disease.

For it's possible the benefits of curcumin and salmon have nothing to do with fish oil, Lichtenstein said. People who have fish for dinner may be healthier due to what they don't eat, such as red meat and cholesterol.

"It might be probably a good thing, but we haven't been able to show that taking fish oil supplements does anything for you," said Dr. Steven Nissen, chairman of cardiovascular medicine at the Cleveland Clinic Foundation.



**There's something appealing about taking a natural product, even if you're taking it in a way that is totally unnatural.**

Catherine Price, *journalist and author*

**Fastly Assumption**  
Preliminary findings can also lead researchers to the wrong conclusions. For example, scientists have long

observed that people with high levels of an antibody called homocysteine are more likely to have heart attacks. Because folic acid can lower homocysteine levels, researchers hoped that folic acid supplements would prevent heart attacks and strokes.

In a series of clinical trials, folic acid pills lowered homocysteine levels, but had no overall benefit for heart disease, Lichtenstein said.

Studies of fish oil also may have led researchers astray. When studies of large populations showed that people who ate lots of seafood had lower heart attack rates, many assumed that the benefits came from the omega-3 fatty acids in fish oil. Lichtenstein said.

Rigorous studies have failed to show that fish oil supplements prevent heart attacks. A clinical trial of fish oil pills and vitamin D, whose products are expected to be released within the year, may provide clearer answers about whether they prevent disease.

For it's possible the benefits of curcumin and salmon have nothing to do with fish oil, Lichtenstein said. People who have fish for dinner may be healthier due to what they don't eat, such as red meat and cholesterol.

observed that people with high levels of an antibody called homocysteine are more likely to have heart attacks. Because folic acid can lower homocysteine levels, researchers hoped that folic acid supplements would prevent heart attacks and strokes.

In a series of clinical trials, folic acid pills lowered homocysteine levels, but had no overall benefit for heart disease, Lichtenstein said.

Studies of fish oil also may have led researchers astray.

When studies of large populations showed that people who ate lots of seafood had lower heart attack rates, many assumed that the benefits came from the omega-3 fatty acids in fish oil. Lichtenstein said.

Rigorous studies have failed to show that fish oil supplements prevent heart attacks. A clinical trial of fish oil pills and vitamin D, whose products are expected to be released within the year, may provide clearer answers about whether they prevent disease.

For it's possible the benefits of curcumin and salmon have nothing to do with fish oil, Lichtenstein said. People who have fish for dinner may be healthier due to what they don't eat, such as red meat and cholesterol.

"It might be probably a good thing, but we haven't been able to show that taking fish oil supplements does anything for you," said Dr. Steven Nissen, chairman of cardiovascular medicine at the Cleveland Clinic Foundation.

**People who take vitamins tend to be healthier, wealthier, and better educated than those who don't.**

**The Much of a Good Thing?**  
Taking megadoses of vitamins and minerals, using amounts that people could never consume through food alone, could be even more problematic.

"There's something appealing about taking a natural product, even if you're taking it in a way that is totally unnatural," Price said.

Early studies, for example, suggested that beta carotene, a substance found in carrots, might help prevent cancer. In the tiny amounts provided by fruits and vegetables, beta carotene and similar substances appear to protect the body from a process called oxidation, which damages healthy cells, said Dr. Edgar Miller, a professor of medicine at Johns Hopkins University School of Medicine.

Experts were shocked when two large, well-designed studies in the 1990s found that beta carotene pills actually increased lung cancer rates. Likewise, a clinical trial published in 2011 found that vitamin E, also an antioxidant, increased the risk of prostate cancer in men by 17 percent. Such studies reminded researchers that oxidation isn't all bad. It helps kill bacteria and mold and cools, wiping them out before they can grow into tumors, Miller said.

"Vitamin is not inert," said Dr. Eric Rubin, a prostate cancer expert at the Cleveland Clinic who led the vitamin E study. "They are biologically active agents. We have to think of them in the same way as drugs. If you take too high a dose of them, they can do harm."

Gulati, the physician who led the vitamin E study, said her early experience with recommending supplements to her father taught her to be more cautious. She said she's working on more of these questions, such as the trial of fish oil and vitamin D, to guide her advice on vitamins and supplements.

"We should be responsible physicians," she said, "and we'll be doing a lot of research."

*Liz Szabo is a writer for Kaiser Health News, which originally published this article. KHN's coverage of these topics is supported by John A. Hartford Foundation, Gordon and Betty Moore Foundation, and The SCAN Foundation.*

# KEMAN kendisini anlattı

Violin ailesinin en küçük üyesi

İnsancu

Salyangoz biçimindeki sapının bu kısmı "sonuzluğu" ifade eden, gövdesi kadının vücudu, sesi kadının sesi olarak tasvir edilen kemana Anadolu Üniversitesi, Devlet Konservatuarı, Çalgı Yapım Bölümü öğrencileri tarafından bitirme projesi olarak yapıldı. Kemanın doğuşu ve gelişiminde uzanan işkisini Çalgı Yapım Bölümünden Öğretmen aynı zamanda "Luthier olan" Zafer Güneş anlattı. Violin ailesinin en küçük üyesi keman, sedesildi.

İnsanlar derinden etkileyen sesimle "insan sesine en yakın olan çalgı" derler bana. Kemam ben! Violin ailesinin en küçükü, güre bebeğim. Benden başka "Viola" var. "Viola" var ama küçük olduğuna da bakmayın, en yüksek tonda ve en geniş aralıktaki sesi ben çıkarırım!

Köklenimin Orta Asya atlı göçebe kültürlerinden geldiği söylenir. Kazak kopasını bana benzeritler. Rivayete göre; Orta Asya'dan İpek Yolu aracılığıyla Çin'e, Hindistan'a ve Orta Doğu'ya yayıldım. Orta Doğu'da Bizans, İraki adlı alanda İkel atalarını geliştirmiş. İlk ustalarının Rebek, Rinesan de Fer tarafından Ortaçağ'da İtalya'da Lira da Beati, Fransızca Viol adıyla kullanılmaya başlandı. İlk çalgılar olduğu söylenir. Lavignac, benim Türklerin Kemancıları'na (Oğuz Kemancılarından) alındığını yazıyor. Bu kaynaklarda ise Arapların Rabat'tan geliştirdiğinden bahsetmiş. Almanlar Geige, Fransızlar Violon, İngilizler Violin, İtalyanlar ise Violino diye çağırıyor beni.

Nevidede, her anlamda estetik temül edenim ben! Zaten estetik ve sanatın yükseldiği Rönesans Dönemi'nde doğmuş buğünkü çekim. İtalyanlar tüm dünya çapına yayılmışım. Bana doğru ses veren sanatçıdan oluşan gerçek lilyakın kadar, can veren ustaların da önemli bu dönemde, Cremona şehrinde yapıldım. Luthier denmiş ustaların, A. Amati, Antonio Stradivari gibi büyük ustaların, nasıl yapıldığımı öğretmiş benden sonra gelen ustalara. Özellikle Antonio Stradivari'nin, bana son çekimini veren ve simetri kazandıran usta olarak can verdiği bedenim, değer biçilemez olmuş. Şimdiyle gövdem ve sapım daha uzun, köpürüm daha yüksek.

Ailemdeki diğer üyeler gibi, zayıf bir kadına benzetmiş ustalarım beni. Salyangoz biçimindeki sapının bu kısmı "sonuzluğu" ifade ederken bir yandan da kadının yüzüne dem vurulmuş. Abanos kullanılarak kadının saçları, sapım kadının boynuna, gövdesi kadının vücudu, sesim kadının sesi olmuş.

Filmlere konu olmuşum. Tepki, utanmam çok sevdiği ölen karısının kanını cilasına karmasıyla başına gelenleri anlatan "Red Violin" filmi gibi. Bu referanslar kadına benzetmemi beni, kadının ruhuna da katmış işime. Sevim, bir kadına çığır olmuş.

“ İnsanları derinden etkileyen sesimle "insan sesine en yakın olan çalgı" derler bana. Kemam ben! ”

Peki, nasıl mı dünyaya gelmişim ben? İlk önce nasıl olduğuma karar vermiş ustam. Ben ve bütün kadederimin karakteri farklı olsa da aynı geliştirmişiz değil mi sonuçta! Bunun için de birbiri fotoğrafların ve projelerin olduğu hazırlanmış varmış. Bu projeye bağlı kalarak önce kalbimi hazırlamış ustam. Kalbini hazırladıktan sonra yanlıklarımı oluşturmuş. Bu arada, tüm diğer kadederim gibi, ben de akçağaç ve ladin ağacından yapılmışım. Üst kapajım ladin ağacından yapılmış. Alt kapajım ve yanlıklarım ise akçağaç. Her neyse, nerede kaldım? Evet, yanlıklar... Yanlıklar kıldırıktan sonra alt kapajıma gömmüş ustam. Hani şu, akçağaç olan kısmı. Alt kapajım bombelmiş ve her bombemim de bir şifresi varmış. Bu şifrelerin bir anlamı, her zeremin bir eğimi varmış. Ustam, geliştirilen özel merdivenler bu şifreleri alt kapajıma yazmıştı. Sonta da kenarlarına filoları yapmıştı. Ustamın işiğliği en bariz gösterdiği kısım işte burasıymış. Estetik duruşuma bir izme daha katmış böylece. Bu sıyahı boyaz yerin, beni darbelem koruyacakmış aynı zamanda... Tabii, yapmamı kadar, bakmam da önemli ki uzun yıllar boyunca hayatta kalabileyim. İçimim boş olduğuna bakmayın. Her kısmının kalınlığı farklıymış benim. Köpürü noktasının baskısı daha fazla olduğu için daha kalın yapmış ustam orayı. Bu halkın denilen bir çita yerleşmiş iş kısmına sonta. Niye mi? Kalın seslerin ses yoğunluğunu artırmak ve kapajın çıkmasını engellemek içimim. Bir de "can dıoğ" dediği bir çita yerleştim. Görevi, üst kapajdaki titreşimi, alt kapaja iletmişim. Daha sonta sap aşaması var tabii. Hani şu, kadının boynuna benzetmişim kısmı. O parçamda abanos ağacı kullanıldığını söylemiş miydim? En sağlam ağaçlardanmış bu ağaç. Gelişim en önemlisi... Yani cila aşamasına! İşte bu evre, bana gerçek sesimi veren ve beni ben yapan evremmiş. Ustam beni nasıl yapmış anlatırken en çok bu konuda heyecanlanıyordum. Kimi ustalar, cilada kullanılan ferahlı sıra olarak sıldırıyor. Öyle anlatıyor ustam.

# Reeling in Style

SOME OF THE MOST MEMORABLE FILMS IN HISTORY FEATURE FASHIONS THAT HAVE INSPIRED THE WAY WE DRESS / By *Rhysia Neumann-Loreck*

Films have influenced fashion trends going all the way back to the silent movies of the 1920s. Those wildly popular flapper dresses were made even more enticing when worn by actresses such as Clara Bow in films like *It*, a 1927 romantic comedy.

Beyond *It*, a number of films are standouts because of their huge impact on fashion.

Here, we present five movies that have inspired couturiers to headline in their favorite department store or boutique following an afternoon at the show.

**BREAKFAST AT TIFFANY'S AND IT WAS BEING... THE LITTLE BLACK DRESS.** The 1961 Audrey Hepburn/George Peppard film, which turned 50 last year, created the most iconic fashion item in film history — the little black dress, which took hold of the public's heart and still hasn't let go. In fact, the actual dress in the movie was donated by the designer, Hubert de Givenchy, in 2006, and sold at auction for more than \$900,000. The proceeds went towards helping those in need in India. Fun fact: Marilyn Monroe was originally supposed to be the star of the film!

As for supporting actress Patricia Neal's wardrobe, "Pauline Trigère's ladylike ensembles best suited Neal's character: a successful interior designer," says Sandy Schreier, a metro Detroit-based author and fashion historian who's known for her iconic fashion collection, "Noel, in real life, was only

two years older than adorable Audrey, but her serious wardrobe was in juxtaposition to Holly's gaily girly 'n juvie de vivre wardrobe by Givenchy."

Meanwhile George Peppard was cast as an everyday man who showed his down-to-earth side by dressing in conservative suits, cardigans, and tweed jackets (news flash — tweed is especially in vogue these days, and even more so with the traditional elbow patch). The point was to admire him, not his clothes, in contrast to Hepburn and her dazzling apparel.

## THE GREAT GATSBY

**PEARLS, CLOCHÉ, HATS, FRINGE, AND HEADPIECES.** Robert Redford and Mia Farrow starred in this 1975 film based on F. Scott Fitzgerald's 1925 novel of the same name) that won Thelma Aldridge an Oscar for designing the costumes that portrayed the doomed Jay Gatsby and his lost love, Daisy Buchanan.

The gorgeous white suits that Gatsby favored for his trysts with Buchanan signaled the wealth and sophistication that he gained after she married someone else. Ralph Lauren provided the mansewear for the film's male leads.

Farrow, as Buchanan, dressed in low-waisted, frilly, and flowy confections (appropriate for the 1920s time period of the film and easily hid Farrow's pregnancy). Her frocks ranged from the palest yellow to black to silver and lots of white. These were topped off with gorgeous hats and rows of long pearls that were in style at the time.

Thelma Aldridge begged Helen Larson, who owned one of the biggest costume rental houses at the time, to lend her beaded evening dresses from her personal collection for the film," recalls Schreier, whose books include *Hollywood Inspired and Inspired: A Century of Cinema Style (Halo)* and *Hollywood Gets Married*



118 | ENSEMBLE | FEBRUARY 2014

Fashmates

# Help Your Depressed Teen

## Feel Better Naturally

Antidepressants are often prescribed to young people, but there are alternatives to this risky treatment

### DEPRESSION

**T**he number of teens taking the anti-depressant and sedating drug Prozac has increased 100 percent since 2000, according to a study published in the *Journal of the American Academy of Child and Adolescent Psychiatry*. The study also found that the use of antidepressants in teens has increased 100 percent since 2000, according to a study published in the *Journal of the American Academy of Child and Adolescent Psychiatry*.

**Causes of teenage depression.** The causes of teenage depression are not well understood, but they may include a combination of genetic, hormonal, and environmental factors.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

It's a warning that the drug should not be used in children younger than 18 years old. The study also found that the use of antidepressants in teens has increased 100 percent since 2000, according to a study published in the *Journal of the American Academy of Child and Adolescent Psychiatry*.

**Causes of teenage depression.** The causes of teenage depression are not well understood, but they may include a combination of genetic, hormonal, and environmental factors.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.

**Warning signs.** Warning signs of depression in teens include changes in mood, behavior, and academic performance.



There are many reasons why teenagers are prescribed antidepressants.

**Depression affects up to one fifth of teens by the time they enter adulthood.**

**Caution: While there are many ways to help people feel better, depression is a complex condition.**

**Depression affects up to one fifth of teens by the time they enter adulthood.**

**Caution: While there are many ways to help people feel better, depression is a complex condition.**

**Depression affects up to one fifth of teens by the time they enter adulthood.**

**Caution: While there are many ways to help people feel better, depression is a complex condition.**



DIE LITERARISCHE WELT

SONNTAG, 2. MÄRZ 2011

GEGRÜNDET VON WILLY HAAK, 1925 • EINE BEILAGE DER WELT

NUMMER 9 / 2011

S ist doch kein Frosch, nicht nur dann, wenn...

Kind hat keinen Namen die wahre Mutter...

Der Übersetzungsvorgang des Erzählens...

Sei kein Frosch

Ist das ein Nobelpreisroman? Mo Yan erzählt von Chen Nase, Wu Dickdarm und der chinesischen Ein-Kind-Politik • Herbert Wiesner

„Moi“ bei der chinesischen Schriftsch...

Kind genannt, das in...

Kinderpolitik ist nicht mehr...

Mo Yan erinnert sich, dass...

Mo Yan...

mung, die den Ablauf...

Irrfahrten gibt es...

Der Name Mo Yan ist...

Mo Yan...

Mo Yan...

IM ALL: 'Nichts von euch auf Erden'; Reinhard Pegg...



IM LEIB: Protokoll einer Transplantation; David Wagner's 'Leben'

IM GEIST: 'Das demokratische Zeitalter'; Jan-Werner Müller...



IM BUS: Unfälle nach Europa; Annett Gröschner...



در جلسات آینده به آموزش مباحث دیگر صفحه آرایه مجله خواهیم پرداخت.

با آرزوی موفقیت